GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:110
ANSWERED ON:05.03.2013
MODERNISATION OF DD
Singla Shri Vijay Inder

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government proposes or has any proposal to modernise Doordarshan (DD) on the lines of private channels by incorporating High Definition (HD) format of telecasting;

(b) if so, the details thereof;

(c) whether the Government proposes to seek international assistance in its modernisation programme;

(d) if so, the assistance sought and given by the countries so far, country-wise; and

(e) the steps taken/proposed to be taken by the Government to upgrade the content of programmes being telecast by the Doordarshan, currently?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI)

(a) to (e): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 110 − FOR ANSWER ON 05.03.2013.

Modernization of Doordarshan is a continuous process. Doordarshan has been formulating and implementing schemes for modernization of its facilities from time to time. Doordarshan launched its' HDTV satellite channel in September, 2010 and presently has transmission of recorded programmes for three hours.

As part of the 11th Plan scheme for development of HDTV, projects relating to HDTV Studios at Delhi and Mumbai , HDTV field production, post production and preview facilities at Delhi, Mumbai, Kolkata and Chennai, HDTV OB Vans for Delhi and Mumbai, besides HDTV terrestrial transmitters at Delhi, Mumbai, Kolkata and Chennai have been taken up. Further expansion of HDTV is envisaged under 12th Plan. No international assistance is sought by Doordarshan for implementing its modernization programmes.

Upgradation of its content is an ongoing activity undertaken by Doordarshan. While Doordarshan utilizes its studio facilities and other infrastructure to make in-house programmes, it also sources a significant proportion of its programmes through other well defined routes like commissioning, sponsorship, acquisition, etc. Doordarshan has also gone in for innovative methods of sourcing programmes, like simulcast/same day telecast with private channels on revenue sharing basis in selected cases where the content has been identified as potentially path breaking. This method is also now quoted as an innovative practice in the industry. Serials like Satyamev Jayate, Coke Studio, Ramayan and Saraswati Chandra (currently being telecast on DD-National) belong to this category. Significant initiatives have been taken up for revamping of the prime time on DD News in the 8 PM to 10 PM time band with new experienced anchors, improved graphics and production value and better reach. These initiatives have been backed up by a comprehensive multi-media publicity campaign.

On its regional channels and regional Kendras, most of the content being aired comprise of either in-house production or sponsored category. Some of Doordarshan's regional language channels, like DD Sahyadri and DD Malyalam, due to the quality of their content, are among the leading regional channels in the country.